

**October 18, 2006**

**Chief Marketing Officer Updates**

- The new CMO website now online

**Educational & Collaborative Opportunities**

- Reminder: Cyprian training still available
- VT Women's Expo
- Web Portal Project Kick-off Meeting Announcement

**Chief Marketing Officer Updates**

**The new CMO website now online**

**Audience: ALL**

For the last few months the office of the CMO and David Metraux, ACCD's Director of Web Services have been working continuously on the development of the CMO website. After many long hours of testing and linking the website is live and ready for visitors TODAY! Please take a moment and visit this new repository for general marketing information, resources, policies and procedures, news archives, M.A.P. history and meeting information as well as other interesting links and documents. Any questions or comments regarding navigation, links or general observations please contact Kate Rouelle at [marketing@state.vt.us](mailto:marketing@state.vt.us) or 828-3367.

We are proud to launch the new CMO website: <http://cmo.vermont.gov/>

**Educational & Collaborative Opportunities**

**REMINDER: Cyprian training still available**

**Audience: ALL**

It is not too late to sign up! *Plain Language Power*: A one day workshop to help make your life easier and save time by transforming confusing communications into clear, powerful documents is still available at the Cyprian Learning Center.

If you have any questions regarding this new training please contact: Cyprian Learning Center, 802-241-1116 OR the CMO's office at [marketing@state.vt.us](mailto:marketing@state.vt.us), 828-2999.

**Vermont Women's Expo**

**Audience: Marketing and outreach staff**

The third annual Vermont Women's Expo scheduled for Saturday, March 24, 2007 is an event designed to peak every interest imaginable and bring women together to enjoy all of the fantastic products and services that Vermont has to offer. With women being the most influential buying and decision making demographic in Vermont, a trade show like this highly benefits almost all types of businesses. The past two years have brought success and were very well received by visitors, vendors and sponsors. The expo includes vendor and sponsor interaction, guest speakers and demonstrations, door prizes, silent auction to benefit local charities, food and entertainment.

This is a great opportunity to reach a specific target audience. Plus, it's only one day and it's affordable!

See the attached document for more information. Questions or comments please contact: Kate Alberghini at 802.229.2163 or [info@VermontWomensExpo.com](mailto:info@VermontWomensExpo.com).



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## **Web Portal Project Kick-off Meeting Announcement**

**Audience: IT and web support staff**

DII would like to encourage your attendance at the Web Portal Project Kick-Off Meeting on October 26th at 9 AM in the Pavilion Auditorium.

This will be your chance to learn first-hand what the Web Portal will mean for you, your organization, and the state. Information will be provided by both state staff and Vermont Information Consortium (VIC) representatives. VIC is the contractor who was awarded the contract to build and provide services related to the Web Portal. There will be a time for questions after the presentations, so bring any questions you may have.

The meeting is intended to serve as an introduction to VIC and the Web Portal Project. Tom Murray, State CIO and his staff will be present to explain the project from the state's perspective and Casey Faiman, head of VIC will be there to provide the technical details and explain the business relationship.

Note: The meeting is in a secured building so please bring your state ID and come 15 minutes early so you will have time to sign in before the meeting starts. If you plan on attending please RSVP to Harry Bell at (802) 828-5338 or [harry.bell@state.vt.us](mailto:harry.bell@state.vt.us)

For more information regarding the web portal project please refer to <http://cio.vermont.gov/webservices/webportal/webfaq>.

*To be added to the distribution list for the weekly marketing communication, send an e-mail to Kate Rouelle with your name and which agency or department you belong to [marketing@state.vt.us](mailto:marketing@state.vt.us).*

**October 25, 2006**

**Educational & Collaborative Opportunities**

- Reminder: Cyprian training still available
- Reminder: Web Portal Project Kick-off Meeting Announcement
- US Airways Profile: Vermont, collaborative opportunity for a large audience

**Educational & Collaborative Opportunities**

**REMINDER: Cyprian training still available**

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If you have any questions regarding this new training please contact: Cyprian Learning Center, 802-241-1116 OR the CMO's office at [marketing@state.vt.us](mailto:marketing@state.vt.us).

**REMINDER: Web Portal Project Kick-off Meeting Announcement**

**Audience: Marketing and IT/web support staff**

DII would like to encourage your attendance at the Web Portal Project Kick-Off Meeting on **Thursday, October 26th at 9 AM** in the Pavilion Auditorium.

This will be your chance to learn first-hand what the Web Portal will mean for you, your organization, and the state. Information will be provided by both state staff and Vermont Information Consortium (VIC) representatives. VIC is the contractor who was awarded the contract to build and provide services related to the Web Portal. There will be a time for questions after the presentations, so bring any questions you may have.

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**US Airways Profile: Vermont**

**Audience: Marketing**

**Target: National & international business/leisure air travelers, prospective college students**

The Department of Tourism and Marketing is leading a cooperative effort of other state departments and private organizations working with airline giant U.S. Airways to promote Vermont. U.S. Airways is creating an in-depth editorial feature for its January issue of the US Airways in-flight magazine comprised of approximately 36+ pages that will showcase Vermont's assets. Highlights will include tourism, agriculture, higher education, and the economic landscape, such as real estate, health care, and the general business community. This profile

will be seen by an estimated 5.8 million passengers traveling both within the US and internationally.

Project partners will assist in the production of articles profiling Vermont. The production will consist of a 60/40 ratio of editorial content to advertising. If you or your partner organizations are interested in learning more about this publication and opportunity feel free to share the attached information. Deadlines for this publication are November 16<sup>th</sup> 2006.

For more information please contact Steve Cook at 828-3516 or [steve.cook@state.vt.us](mailto:steve.cook@state.vt.us)



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